Managing Your Online Presence

Web design
Content Marketing
Social Media Management

HOWDY, PARTNER.
1. MEET SPARK - THE POWER OF DIGITAL MARKETING

2. Web design
   - Benefits, not Services
   - Content
   - Increased Patient Growth

3. Content marketing
   - SEO effects
   - Brand building
   - Increased Patient Growth

4. Social media
   - Consistency
   - Interaction
   - Increased Patient Growth

5. Q & A
MEET SPARK

1. Specialized Online Marketing Agency
2. Started in 2007
3. 30 employees
4. 2 offices - located in Toronto and Austin
DIGITAL MARKETING 101

1. It’s convenient
2. It’s got reach
3. It’s personalized
4. It builds relationships
5. It generates data
DIGITAL MARKETING - SEO

Chiropractic Care - HPBM High Performance Sports Medicine
hpbm.ca/services/chiropractic-care/

All HPBM chiropractic care involves an integrated treatment approach that combines a variety of techniques. MEET OUR YONGE & EGLINTON SPORTS CHIROPRACCTORS.

The Best 10 Chiropractors in Yonge and Eglinton, Toronto, ON
www.yelp.ca/search?find_loc=Yonge%20Eglinton%2C%20ON&term=chiropractor&sortby=distance&start=231

Reviews for Chiropractors in Yonge and Eglinton, Toronto, ON. Yelp has over 36 reviews for these businesses, so we can give you the best results.
DIGITAL MARKETING - PPC

Google search result for "chiropractor yonge and eglington"

Labelle Chiropractic - labellechiropractic.com
Ad www.labellechiropractic.com/
Summerhill & Rosedale Chiropractor Over 40 years of experience

Chiropractors Yonge & Eg - Experienced Drs
Ad www.cafeoflifetoronto.com/ (647) 352-2233
647-352-2233 Free Parking & Steps to subway
Contact Us - Testimonials
32 Berwick Ave, Toronto, ON - Open today 9:30 – 11:30 AM
DIGITAL MARKETING - CONTENT

- Blog posts
- Articles
- Whitepapers
- eBooks
- Synergies with other activities!
WEB DESIGN - WHAT IS IT ALL ABOUT?
WEBSITE DESIGN
Benefits vs. Services

▸ When are web users looking for you? When something hurts!

▸ What information do they want when they visit your website?
  ▸ Symptoms
  ▸ How you can help
  ▸ Contact info, pricing
WEBSITE DESIGN
Benefits vs. Services

Your Symptoms

SHOULDER
Shoulder pain can be felt on top of the shoulder, the tip of the shoulder.
Read More
WEBSITE DESIGN

Benefits vs. Services

Your Symptoms

SHOULDER
Shoulder pain can be felt on top of the shoulder, the tip of the shoulder.
Read More
WEBSITE DESIGN
Benefits vs. Services

Your Symptoms

SHOULDERS
Shoulder pain can be felt on top of the shoulder, the tip of the shoulder.
Read More
WEBSITE DESIGN

Content

- Accessible
- Concise
- Visual
- Patient-focused
- Benefits-focused
- Mobile-friendly

- Made for short attention spans!
THE 3 RULES OF MOBILE

▸ Cut features
   Eliminate anything not core to the mobile user

▸ Cut content
   Eliminate “walls of text”, defer to other pages

▸ Enlarge interface elements
   Accommodate for the “sausage finger” problem
#MOBILEGEDDON - THX GOOGLE

- April 21st, 2015: Google changes their Algorithm to display significantly different results for desktop and mobile based on mobile-readiness of your website
- Does not affect desktop searches
- Good for users, web developers, and marketers (sort of) - expensive for businesses
- Test it yourself:
  https://www.google.com/webmasters/tools/mobile-friendly
Mobile-Friendly Test

http://www.chiropractic.on.ca/

This test will analyze a URL and report if the page has a mobile-friendly design.

Learn more about the mobile-friendly criteria and how it may affect Google’s search results by reading our blog post.
**#MOBILEGEDDON - THX GOOGLE**

Mobile-Friendly Test

```html
http://www.chiropractic.on.ca/
```

Awesome! This page is mobile-friendly.

**How Googlebot sees this page**

If you're interested in learning more about mobile sites, check out our Webmaster's Mobile Guide or the Principles of Site Design on Web Fundamentals.

**Learn more about mobile-friendly pages**

**Do you use Google Search Console?**

See how many of your pages are mobile-friendly by signing into your Search Console account.

**Give feedback**

Encountered an issue with the test? Comments or questions about the results? Post to our discussion group.
WEBSITE DESIGN

Mobile Content
Mobile Content

- Cut features,
- Cut content,
- Enlarge interface elements!

- Minimize load times
- Optimize for converting local traffic
- Test it: View your site on common devices!
- Get it done yesterday!
WEBSITE DESIGN
Increased Patient Growth

▸ Your site is your most important marketing tool!
▸ Go for conversion!
   ▸ Phone and email
   ▸ Directions
   ▸ “Book an Appointment”
   ▸ Form
CONTENT MARKETING
CONTENT MARKETING

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.
CONTENT MARKETING
Brand Building

- Blog posts
- Downloadables (e.g. whitepapers)
- Videos
- Tutorials
- Check lists
- Answer questions which your patients ask Google!
  - e.g. “How to ensure rotator cuff heals well at home”
CONTENT MARKETING
Brand Building

Regardless of what type of marketing tactics you use, content marketing should be part of your process, not something separate. Quality content is part of all forms of marketing:

▸ Social media marketing
▸ SEO - Search Engine Optimization
▸ PR - Public Relations
▸ PPC - Pay-Per-Click (Online advertising)
▸ Inbound marketing
CONTENT MARKETING
Brand Building

▸ Make a content **release schedule**

▸ Have **2-3 months worth of content ready to be posted** - life happens

▸ Keep it **simpler than you think**

▸ **Ask your patients** what they’d like to know about
In the beginning, SEO was really simple and could be exploited (keywords, links...)

Google has since refined their algorithms, and does so every few months

E.g. big mobile update in April 2015

With the help of AI, search results are now better than ever at giving users what they’re looking for:

Valuable content.
CONTENT MARKETING
Increased Patient Growth

- Good content will drive web traffic...
- ...and convince users to become patients of yours
- “Guard” eBooks behind form fills

Download our free guide
The Must-Haves of Online Marketing
CONTENT MARKETING
Increased Patient Growth

Use content for other marketing campaigns:

- Social media posts
- Email marketing
- Articles in magazines
- Content on websites about your profession
SOCIAL MEDIA MANAGEMENT
SOCIAL MEDIA MANAGEMENT
Keeping it consistent

- Keep a **consistent corporate design**
- Use high **quality images & logo**
- Fill in **contact details, hours etc.**
- Use **Instagram, Pinterest, LinkedIn**
GET ON GOOGLE.COM/BUSINESS

Get your business on Google for free

New – Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+.
SOCIAL MEDIA MANAGEMENT

Chicago Chiropractic
Chiropractor

Status
Photo / Video

Write something on this Page...

Chicago Chiropractic
19 hrs ·

1 pose · every week
http://www.mindbodygreen.com/.../yoga-for-your-core-1-pose-to...
SOCIAL MEDIA MANAGEMENT

Keeping it consistent

- Make a content release schedule

- Have 2-3 months worth of content ready to be posted - life happens

- Keep it simpler than you think

- Ask your patients what they’d like to see
SOCIAL MEDIA MANAGEMENT

Interaction

- Shows you are:
  - Human
  - Approachable
  - Competent
  - Responsive
  - Caring
- Silent majority
- Word of mouth
- Marathon, not a sprint!
SOCIAL MEDIA MANAGEMENT
Increased Patient Growth

- Drives credibility and visibility of your practice
- Content you post on social media sends users to your website
- Key platform to highlight events and promotions
- Advertising campaigns on social media
SOCIAL MEDIA MANAGEMENT
Increased Patient Growth
WHAT WE LEARNED

► Web Design:
  ▪ Benefits, not services
  ▪ Good content
  ▪ Good conversion mechanisms & call to action

► Content Marketing
  ▪ Blog posts, articles, ebooks etc.
  ▪ Strengthen your brand, increase SEO
  ▪ Link them in newsletter, social media, online advertising...

► Social Media Management
  ▪ Be consistent
  ▪ Interact
  ▪ Link to your website, promote events, online advertising...
Thank you!

Questions, please! :)

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